

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF SCIENCE (B.Sc.) (ANIMATION AND VFX)**  
**EXAMINATION: DECEMBER - 2025**  
**SECOND SEMESTER**

**Sub.: Communication and Plastic art (Th) (BSAV24-205)**

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**Date: 12/12/2025**

**Total Marks: 40**

**Time: 2.00 pm to 4.00 pm**

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**Instructions: All questions are compulsory.**

**Q. 1. Multiple choice questions (10)**

1. This the lightness or darkness of a colour  
a) Value                      b) Texture                      c) Colour                      d) Shape
2. What element of art refers to the distance or area between, around , above, below or within objects?  
a) Space                      b) Shape                      c) Colour                      d) Line
3. Pink is example of which element  
a) Texture                      b) Line                      c) Value                      d) Colour
4. Rough is an example of which element  
a) Value                      b) Texture                      c) Colour                      d) Shape
5. Which element of art refers to the way something feels or look as if it might feel?  
a) Line                      b) Space                      c) Value                      d) Texture
6. When lines meet to form an enclosed area, what is formed?  
a) Space                      b) Shape                      c) Form                      d) Line
7. What is an empty place or surface in or around a work of art, which can be two dimensional, three dimensional, negative and / or positive?  
a) Shape                      b) Colour                      c) Space                      d) Value
8. What is the most basic element of art, used to form many different things, and is the path of a dot through a space?  
a) Texture                      b) Space                      c) Line                      d) Value
9. What element of art is three dimensional, having height, width and thickness?  
a) Colour                      b) Shape                      c) Form                      d) Value
10. What do we see as light waves are absorbed or reflected everything around us?  
a) Line                      b) Space                      c) Value                      d) Colour

**Q. 2. Write short notes on. (Any two) (10)**

1. Iconography
2. Symbolism
3. Ethos , Pathos and Logos

**Q. 3. Write the Answers of the following (Any 4)**

**(20)**

1. Write purpose and benefits of Plastic arts.
  2. Explain the importance of Visual Communication.
  3. Explain intersection of Mass Communication and Plastic Arts.
  4. Write purpose and benefits of Public arts.
  5. Explain the importance of Visual Rhetoric in Mass Communication.
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